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Strengthening Family Planning Project

تعزيز تنظيم الأسرة

Oral Contraceptive Pill Social Marketing Campaign Post-Test Research Reports of Findings

Submitted to: Strengthening Family Planning Project
(Ta`ziz Tanzim El Usra)

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Sector (SHOPS)

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Acknowledgment

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The MEMRB/Nielsen team would like to express its gratitude to Dr. Nadia Al Alawi for her valuable support and inputs throughout the whole process of the research study.

But most importantly, our gratitude goes out all the respondents who participated in the survey and shared with us their experience which made this survey possible.

We hope this survey has achieved its objectives and will answer the questions that would enable a comprehensive and deep understanding of the current issue which in turn would ensure effective strategic decisions making.

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Acronyms and Abbreviations

Oral Contraceptive Pills.....	OCPs
Family Planning Pills	FPPs
Family Planning.....	FP

Notes for Reading the Report

- Base: refers to the number of respondents who answered the question

Executive Summary

The Strengthening Family Planning project (“Ta’ziz Tanzim al Usra” in Arabic) implemented social marketing campaigns in two waves to promote the safety, effectiveness and reversibility (return to fertility) of oral contraceptive pills (OCPs), to improve understanding of their non-contraceptive benefits and to boost market demand among married women of reproductive age interested in spacing births and/or controlling their fertility. The first campaign (wave 1) comprised a relatively brief spurt of television advertising in July-August 2011 overlapping with Ramadan, a high period of TV viewership. The second more comprehensive campaign (wave 2) integrating mass media, point-of-purchase marketing, public outreach activities, public relations, and social media executions was implemented from late February to early May 2012.

The results indicated that a great number of respondents recalled seeing or hearing the campaign (80% in wave 2 versus 69% in wave 1 among total respondents). The majority of respondents had seen the campaign on TV followed by brochures. More than 80% of total respondents agreed (very strongly agree and agree) that the campaign will make people reconsider their attitudes and practices related to family planning.

In terms of reported usage, the results show that 66% of total respondents in wave 2 and 64% in wave 1 use any family planning method on regular basis, including users of traditional methods (19% in wave 2 and 25% in wave 1 among total users). Withdrawal (*Al-‘Azl*) is the most common traditional method used (17% in wave 2 and 21% in wave 1 of total users). On the other hand, the IUD (44% in wave 2 and 37% in wave 1 of total users) is the most common method used among modern method users of family planning.

Introduction

Jordan's population growth rate continues to be a significant constraint to the country's development and its efforts to raise the standard of living among Jordanian families. Despite attempts in the last decades by both the government of Jordan and USAID to address this development variable, much work remains to be done. Jordan's total fertility rate, currently 3.8, and its modern contraceptive prevalence rate, currently 42 percent, have been virtually static the past 10 years.

As revealed in the Jordan Population and Family Health Survey 2009, about 25 percent of births in Jordan are either unwanted or mistimed, calling for a need for better family planning. The Strengthening Family Planning project ("Ta'ziz Tanzim Al Usra" in Arabic) is a five-year USAID-funded project with the goal of addressing Jordan's most pressing family planning challenges. The project works on educating people about family planning, and increasing access to birth control and contraception.

As part of its efforts, the project implemented two national integrated social marketing campaigns that promote the use of oral contraceptives pills (OCPs) as a safe and effective method for family planning; the first wave was conducted during June-August 2011 and the second campaign conducted during March-May 2012.

The national campaign featured advertisements on television and radio and in major daily newspapers. Moreover informational materials such as leaflets and brochures were made available in 1,425 pharmacies and in nearly 160 private clinics. Media-trained physicians guested on 10 television and 14 radio interview programs popular among the female target audience to share the information on oral contraceptive pills. Furthermore, a community outreach program was launched in urban centers to inform women and couples directly on the benefits of using oral contraceptives. The campaign also engaged social media, featuring a Facebook page that provided information on oral contraceptive pills with an interactive feature where page visitors could ask questions about pills and receive evidence-based answers from a medical expert.

SHOPS approached MEMRB/Nielsen in order to conduct a post-test research to determine the effectiveness of each of the campaigns as well as creating a baseline for the second survey (wave 2) using the first survey's data.

Methods

To measure the performance of the campaigns, quantitative, face to face interviews were conducted, in which the field team chose the target respondents by a random sampling technique and door-to-door recruiting method, using a structured questionnaire.

The questionnaire was developed by Nielsen, and contained a mix of open-ended and close ended questions. The average length of the questionnaire was 25 minutes.

The Sample as specified by the client covered married women of reproductive age (18 to 49) interested in spacing births and/or controlling their fertility.

For feasibility and representation reasons the sample was across the cities of Amman, Irbid and Zarqa since they constitute approximately 65% of the Jordanian population.

The study covered all social economic classes as per the national distribution.

The sample was distributed as below.

Table 1: Study Sample Distribution

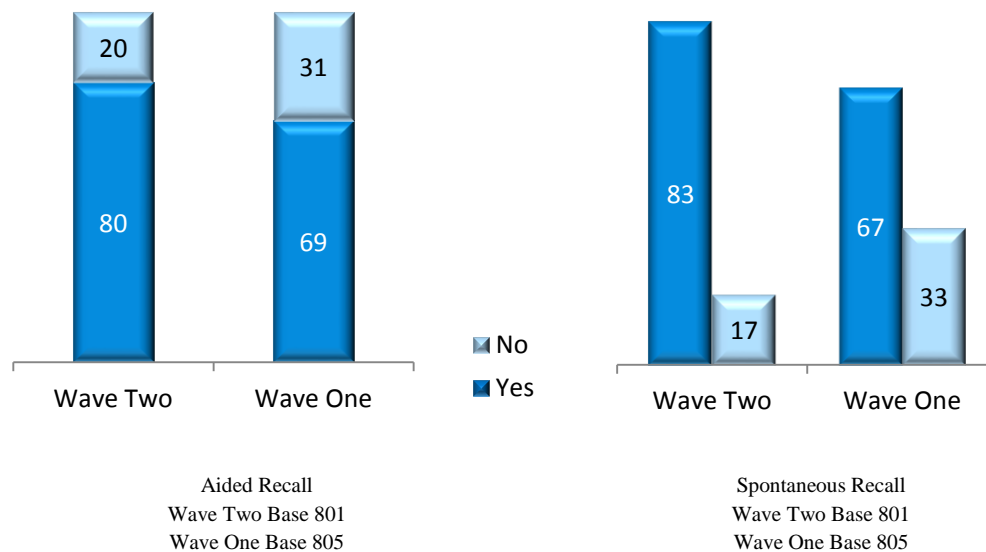
	Amman	Irbid	Zarqa	Total
Wave One	409	199	197	805
Wave Two	401	201	199	801
Total Sample				1,606

Results

a. Knowledge (message recall):

The post campaign study finding shows that 83% of total respondents in wave two versus 67% in wave one spontaneously recalled seeing or hearing any advertisements about family planning pills (FPPs). While 80% and 69% from total attempts (1005 in wave two and 1166 in wave one) in wave two and one respectively recalled seeing or hearing the advertisements when the ads snapshots/leaflets were showed to the respondents (aided recall).

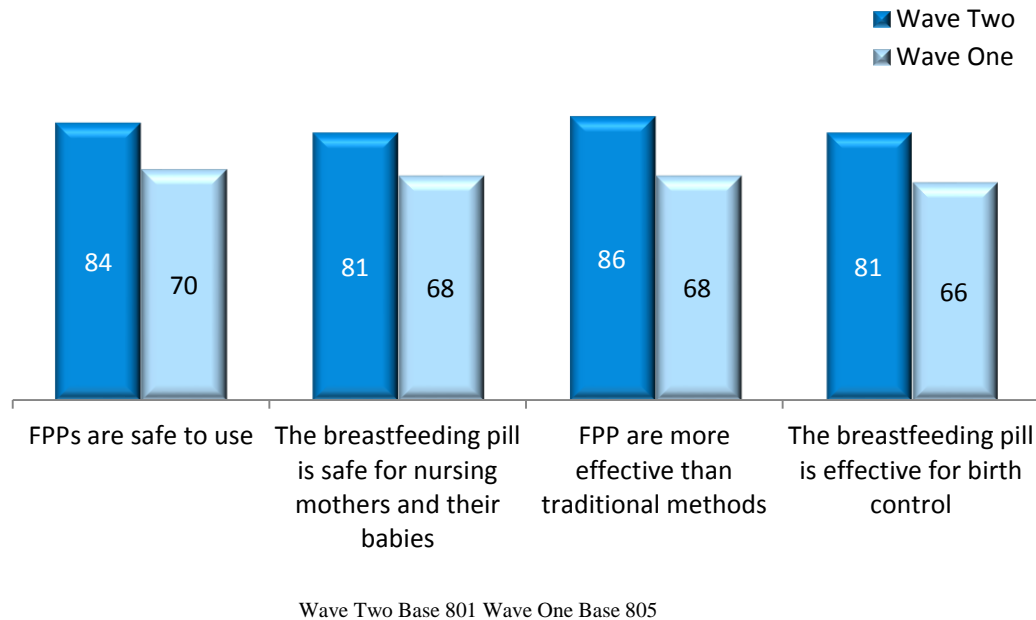
Figure 1: Campaign Knowledge



b. Approval (agreement on safety and effectiveness)

In terms of safety, 84% and 70% of all respondents in wave two and one respectively agreed that FPPs are safe to use. Moreover, 81% of all respondents in wave two and 68% in wave one agreed that the breastfeeding pill is safe for nursing mothers and their babies. In terms of effectiveness, 86% of all respondents in wave two and 68% in wave one agreed that FPPs are more effective than traditional methods, additionally 81% and 68% of all respondents in wave two and one respectively agreed that the breastfeeding pill is effective for birth control.

Figure 2: Approval



c. Intentions (for use of modern FP)

In terms of intention, 30% of never users of any family planning method in wave 2 (base 134) and 36% in wave 1 (base 107) intend to start using OCPs. Whereas, 22% of traditional family planning methods users in wave two (base 23) and 30% in wave one intend to switch to modern family planning methods (base 47).

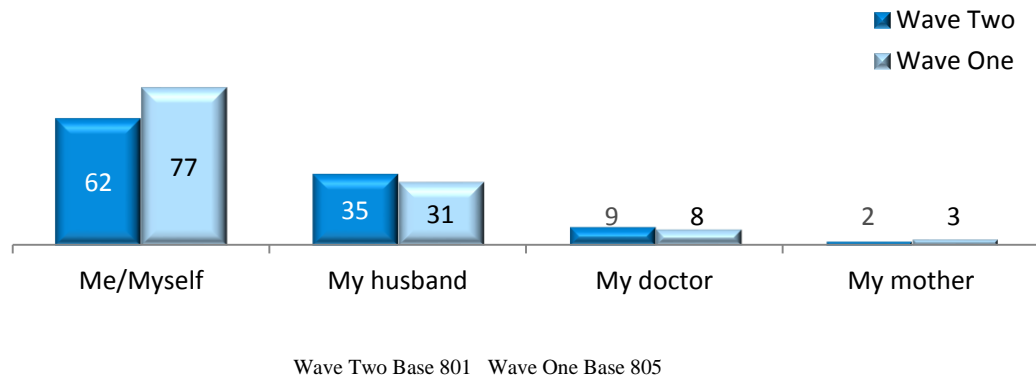
d. Practices (current use of modern methods)

Findings show that 70% in wave 2 (base 112) and 74% in wave 1 (base 117) of current OCP users were not using any FP methods before. However, only 41% of other traditional methods users in wave two (base 34) and 10% (base 30) in wave one shifted to OCPs.

e. Other (influencers)

While findings indicate that the majority of the respondents themselves are the sole influencers of the decision regarding using family planning methods; 35% and 31% of total respondents in wave two and one respectively are influenced by their husbands.

Figure 3: Influencers

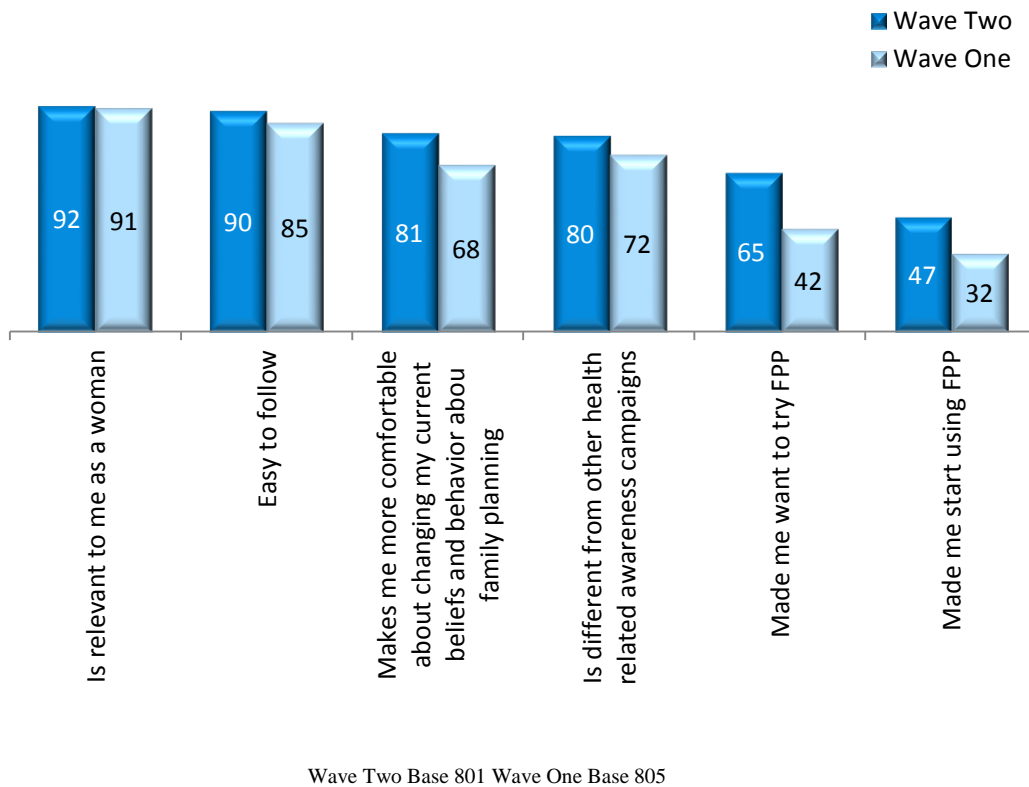


f. Campaign implementation:

i. Communication (clarity of messages, relevance, etc)

In terms of comprehensiveness, almost all respondents (90% in wave two and 85% in wave one) found the campaign messages easy to follow. Furthermore 92% of all respondents in wave two and 91% in wave one found the campaign relevant to them as women.

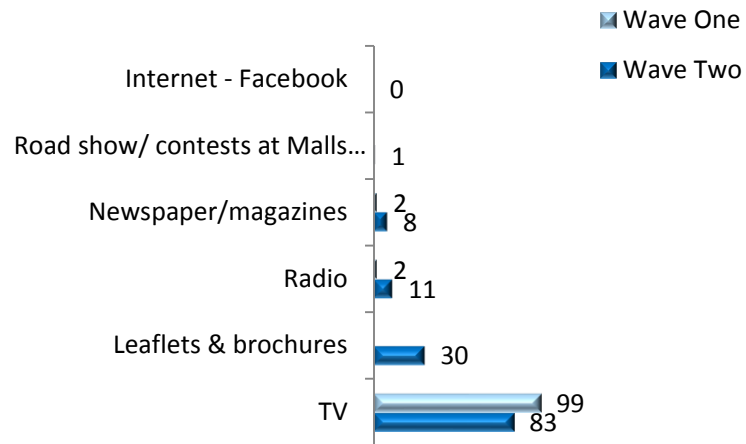
Figure 4: Communication



ii. Placement

The results indicate that the majority of respondents have seen the campaign on TV.

Figure 5: Placement

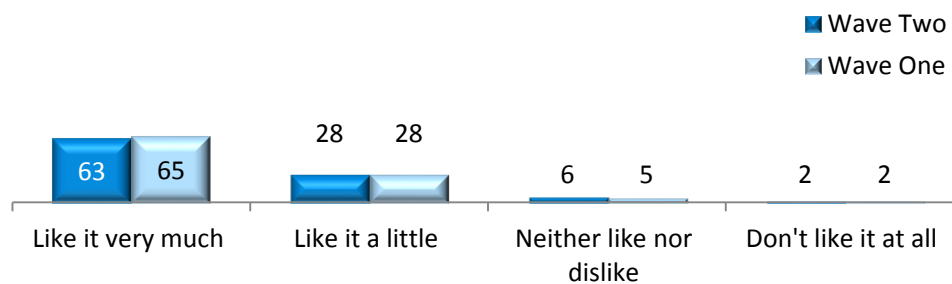


Wave Two Base 801 Wave One Base 805

iii. Likeability

Regarding the likability, findings indicate that the majority of respondents liked the campaign very much in both wave two and one.

Figure 6: Likability



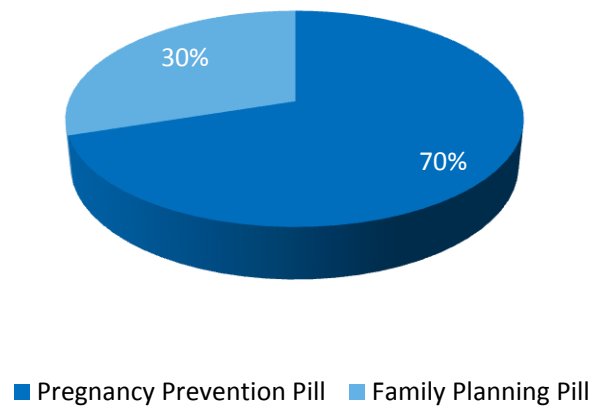
Wave Two Base 801 Wave One Base 805

iv. Wording for OCPs

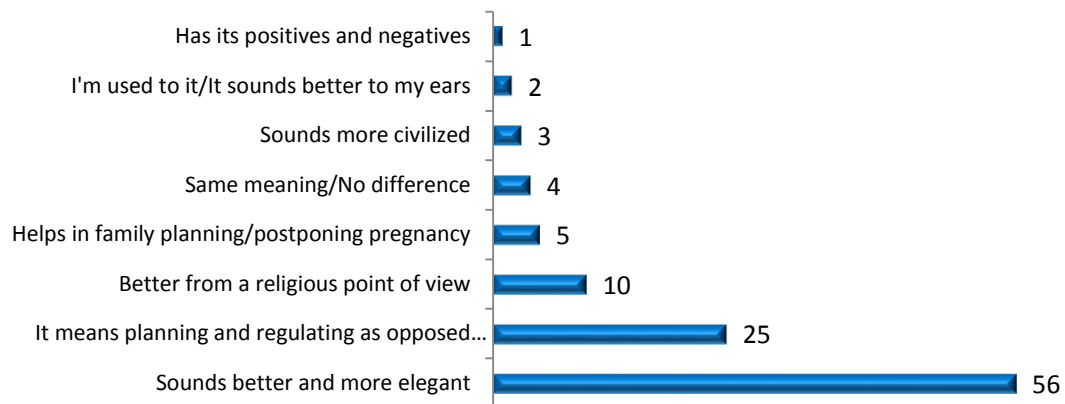
In terms of the wording for OCPs, 70% of total respondents in wave one agreed that the name of the pill that is used for controlling the birth is pregnancy prevention pill. However, 56% who agreed that the name of the pill is Family Planning Pill said it sounds better and more elegant.

Figure 7: Wording

Name of the Pill Used for Controlling Birth



Opinions of the Name "Family Planning Pill"



Wave Two Base 801 Wave One Base 805

Conclusions and Recommendations

TV is clearly the most recalled communication medium versus other mediums such as radio and print. MEMRB/Nielsen recommends the project diversify and intensify communication through other means in order to reach new categories of the target audience.

There is still a considerable number of women who use traditional family planning methods. MEMRB/Nielsen suggests the project communicate messages that compare modern and traditional methods clearly communicating the superiority of modern methods over the traditional methods particularly in terms of efficacy.

Future campaigns should also tackle and target husbands in the messages since they play a prominent role in influencing the decision regarding using family planning.

Given that the majority of respondents do not recall the non-contraceptive benefits of the OCPs, MEMRB/Nielsen advises to revisit the way of communicating those messages and/or messages content, for example to link the messages with family finances (linking the cost of raising healthy and educated children and avoiding unintended pregnancies with family prosperity).